

BRENNAN BUSHARD

BLUFF PASS SOUTH ♦ CHASKA, MN 55318
(612) 799-2866 ♦ BBUSHARD@BRANDINGVITAE.COM

Seeking a position as Assistant Brand Manager.

VALUE OFFER

- ♦ Focused, self-motivated professional with comprehensive experience in sales, marketing and management.
- ♦ Technically proficient, with diverse experience creating marketing material, web-based marketing and market analysis software.
- ♦ Analytical thinker, adept at balancing creativity with sound strategy.
- ♦ Strong knowledge of effective brand management, strategy and assessment methods.
- ♦ Diverse experience in project management within a variety of marketing pathways including sales events, advertising campaigns, customer incentive programs, and continuous effort and attention in aspects of brand building.

“his dedication to creating sales events and promotions is an asset to our company and helped us experience some renewed vitality in the area of sales and marketing. Exhibited willingness to not only serve the company in his areas of expertise, but also participate as a member of the team, building up the entire staff.”

~ OPERATIONS MANAGER, MIDNIGHT SUN POOLS N' SPAS

PROFESSIONAL EXPERIENCE

CLUB EXPRESS LLC., Grand Forks, ND

(Sept./08- Dec./08)

Freelance Project Manager

- ♦ Recruited to develop and support marketing initiatives.
- ♦ Recently completed brand-repositioning initiative and several promotions to bolster position in the market.
- ♦ Created and implemented newspaper print ad to counter insights regarding poor awareness of companies service routes.

MIDNIGHT SUN POOLS N' SPAS, Brainerd, MN

(May/07-Aug./07), (May/08-Aug./08)

Marketing Representative/ Service Manager

- ♦ Prospected and closed customers at all levels as a Showroom Sales Representative.
- ♦ Initiated channel integration partnership and marketing alliance with two upscale Home Builders.
- ♦ Conceptualized , wrote and designed print ads, brochures, brand identity standards and content for company website.
- ♦ Appointed as Service Manager to supervise scheduling and day-to-day performance within the service department.
- ♦ Diverse project management, spearheading multiple sales events and promotional programs, including a customer appreciation event which bolstered company image.

(Professional Experience Continued)

HUMMINGBIRD AVIATION, Eden Prairie, MN

(May/05-Aug./05), (May/06- Aug./06)

Line Operator

- ♦ Supervised and performed ground support in all facets of ramp and departure operations.
- ♦ Trained students and staff in proper line operations.
- ♦ Maintained inventory with fuel and oil.
- ♦ Provided a strong capacity of understand customers and the industry as a licensed Private Pilot.

UNDERDECK, Plymouth, MN

(March/03- Aug./04)

Sales/ Certified Installer

- ♦ Conducted door-to-door selling and active within company leads program.
- ♦ Representative for UnderDeck at trade shows and special events.
- ♦ Consulted with customers providing advice in UnderDeck product selection, estimates, and answered to any concerns or questions embarking on a satisfied customer.

EDUCATION

University of North Dakota (UND), Grand Forks, ND

BBA, Marketing, (December 2008)

- ♦ Cumulative GPA: 3.52/4.0 (Dean's Honors)
- ♦ Elected team leader for a partnership with UND's Brand Management Program and the Fargo-Moorhead RedHawks Minor League Baseball Team.

Computer Skills

MS (Word, Excel, PowerPoint, Publisher, Access,)

Adobe (Photoshop, Reader, Acrobat)

SPSS Statistical Analysis

SAP, ERP Integrated Business Software